

BC Woodstove Exchange Program - 2021 Coordinator Report

Contact: Lin Li Guo, Ministry of Environment and Climate Change Strategy, lin.li.guo@gov.bc.ca.

PROJECT INFORMATION

Project Name or Location	Bulkley Valley Lakes District Airshed Management Society
Project Manager or Coordinator	Susan Brookes
E-Mail	coordinator@cleanairplan.ca
Telephone Number	250 877-8739

A. ECONOMIC INDICATORS - list people directly employed by the program and their contribution to it

Short-term jobs created for the project	Contribution to the Program (not dollar amount)
Program Coordinators - hired	77 hours
Program Coordinators - already employed with a local government	0 hours
Burn It Smart workshop facilitator	0 facilitator name(s) 0 number of workshops held
Any other local government staff time (e.g. administration, web design, outreach materials)	40 hours - knocking on doors where a chimney is smoking during times of an air quality advisory, performing outreach - reporting to the Town of Smithers on issues, complaints and inquiries - brain storming with coordinator on advertising, budget and more

B. COMMUNITY INVOLVEMENT

Volunteer Hours

Identify type of volunteer and activity for each (e.g. distributing flyers, door to door, social media - Face book or Twitter involvement etc.)

Type of Volunteer ind.=individual or household	Activity	Number of Hours Volunteered
	guidance of the program	
dealers - 5 stores, 10+ individuals	promo in store and on site, extra educational measures, operational training, free recycling of old units	40
Directors - 3 ind.	collaboration, admin., support, citizen science	800
governments - 9 ind.	First Nations government, Municipal gov't, recycling old wood stoves, completing paperwork, installing purple sensor, completing letters of support, ad&promo, bylaw enforcement/education, Prov. gov't: snail mail admin., other	130
tech support - 2 ind.	by request, web management, research, problems, qrl's	37.5
health authorities - 1 ind.	FNA - collaboration	10
purple air hosts - 8 ind.	collaborating, allowing wifi access, installation and maintenance of sensors on private property, citizen science	80

Total number of volunteers involved: 33

Comments (successes or obstacles with volunteer participation):

We could use a volunteer coordinator and recruit more volunteers, recruiting them for specific tasks in each of the communities, providing them with specific resources. Management of human resources would require more time than the coordinator has paid capacity for.

Local Elected Officials’ Involvement

Did you have any local elected officials (mayors, councillors, RD directors) involved in the program (e.g. media interviews, ribbon cutting)? Yes/No. If yes explain their role.

Yes they are discussing funding in budget meetings and providing us with letters of support whenever we request. They also have closed meetings concerning CAAQ’s targets. They also distribute meeting minutes and approve the use of village and district resources for use like meeting rooms, copying and free recycling services in municipal and regional district land fill sites. Other staff support is provided upon request.

The Town of Smithers has agreed to fund the program within their boundaries.

The Regional District of Bulkley Nechako agreed to purchase 2 purple air sensors this winter.

Councillor Troy Reitsma continues to be a valuable aid in collaboration and hosting a purple air monitor in Houston.

Civil Servant (City or District Staff) Involvement

Did you have any local officials (e.g. Fire Marshall, bylaw staff, or building staff) involved with the program? Yes/No. If yes explain their role.

Yes. The Smithers Bylaw enforcement officer finds it difficult to estimate time spent policing and/or educating. He fulfills the Town of Smithers rebate portion by requesting additional information and making house visits as needed when there is an air quality advisory or complaint. He also collaborates with me regarding other strategies and major offenders.

Comments (successes or obstacles with city or district staff participation):

We were a bit slow in getting news that the Town of Smithers had agreed to fund the program. There was no direct communication from the Town to the Coordinator, it came through the grapevine.

Retailers Involved

What is the total number of retailers involved? see above B.

Comments (successes or obstacles with retailer participation):

Dealers don’t seem to have capacity to deal with onerous paperwork. We have simplified the process as much as can be. Dealers being open and closed due to Covid and staff shortages was a problem this year. In addition sufficient stock of stoves and parts has been an issue according to the public. Dealer’s need constant reminding about the program to keep it on their radar. Dealers generally provide full spectrum services meaning building assessments, duct, gas, wood and electrical services, our program only addresses a small amount of business so it’s more the show room staff that have the largest impact on ‘positioning the program’ to prospective public.

C. PUBLIC EDUCATION - AWARENESS

Identify the workshops and/or clinics, community events, etc., (they can either be in person or virtually) the number of participants and the number of total hours the coordinator spent at each:

Event	Number of Participants	Coordinator Hours
Blog - the poster and links regarding the program attracted this many views on average	427 in Feb, 367 in Aug visited 103 visited the specific Town of Smithers announcement	8
Blog education posts receive this many views on average	332	14

Science Inquiry G9 class: Houston	12	3
Chemistry Class G5-8: Smithers	15	8

Are there any important groups that your events are NOT reaching?

Many on reserve are not getting messaging. Many, socio-economic and cultural factors play into affordability and heat and lifestyle. Our community is increasing its diversity and with people at home not mingling in the public realm, they become invisible, not aware or hesitant to participate in community. People move here and never look around them or reach out. They forget they are part of a biological system that is inclusive and the protocols of this year have fostered insularity. We now have to remind people they are not an island and we encourage being a good neighbour.

Please mention any strategies that were effective at increasing attendance?

Using regionally coordinated events like meetings to promote the program and resources we can offer is great. The relationship we have with the Health Authorities is good for collaboration. This could be extended to better target public health officers, environmental health officers, Health Directors, home inspection officers, realtors and more. If we had more funding or the Health Authorities or Province we to fund holistic air quality education then we could develop more specific tools to leverage more volunteers and public servants who might be able to get better understanding and improved operation of appliances by the public!

D. OUTREACH & TOOLS

Please indicate which means of outreach you used.

Media	Yes/No (and estimated number if yes)
Interviews	3
PSA Announcements	0
Articles or newsletters in local media	3
Engagement	
Telephone inquiries from the public	23, that did not materialize 10 more that did but all these required multiple contacting
Web site hits Blog Hits	Daily Blog hits: 193
Facebook or Twitter Engagement	0 bvld ams, Municipalities manage own
Flyers distributed	1 produced, for Regional District BN distribution, MEI Plain language guidebook now in circulation
House visits	1
Advertisements	
Print/online/social media ads	7
TV ads:	0
Radio ads:	0
Educational Resources	
Moisture meters	0
Online course participants	0
Fact Sheets / other printed materials	300

Identify who the moisture meters were distributed to (i.e. program participants, workshop participants, non-participants with smoky chimneys, etc.):

Were the moisture meters and/or online course useful?

E. Other PARTNERSHIPS

Examples: recycling, by-law development, advertising

Also see community involvement B.

Partner	Type of contribution
Association, Community Futures Nadina	desk, printer, wifi access, meeting room, kitchenette

F. CHANGE OUT RESULTS

Recording date: December 31, 2021

Please report your results for the calendar year 2021 using the funding that was distributed in late 2020 or early 2021 **(plus any earlier funding you carried over)**

Item	Total Estimated Number
WETT inspections	31
Old units changed-out ¹	34
Old stoves destroyed/ recycled ¹	34
New units professionally installed ¹	31
Uncertified outdoor wood boiler (OWB) changed-out ²	0

Under each incentive category, please report the number of exchanges for different types of new appliances:

Conversion numbers from uncertified wood appliances to new eligible appliances					
Incentive Category	Certified Wood Appliance	Pellet Appliance	Natural gas or propane appliance	Electric insert	Electric heat pump
250	16	XXXXX	XXXXX		XXXXX
300	14	XXXXX	XXXXX		XXXXX
350		XXXXX	XXXXX	XXXXX	XXXXX
400	XXXXX			XXXXX	
500	XXXXX	1		1	
750	XXXXX	2		XXXXX	
1000	XXXXX	XXXXX	XXXXX	XXXXX	
1500	XXXXX	XXXXX	XXXXX	XXXXX	
Total ³					

Notes:

1. Ideally these three numbers should be the same!
2. Identify the number of uncertified outdoor wood boiler (OWB) exchanged
3. The total number of conversions from uncertified wood appliances to different qualified appliances should equal to the number of old units changed-out.

Cumulative change-outs

How many change-outs has your program funded since the program began in your region? 771

G. MESSAGES and APPROACHES and MATERIALS

Community-based social marketing emphasizes that direct contact throughout the community and removing structural barriers will bring about behaviour change. It also uses a set of "tools" that have been identified as effective in fostering such change.

Barriers to Participation

What barriers did your program face?

Face to face contact was diminished.

How did the program overcome those barriers?

On line notices, communication.

Strategies

What tools, promotional messages and/or educational activities got the best response?

The continued promotion on reserves and among Bands is essential. It takes a long time to build trust and recognition in these communities.

The work on the MEI Plain language document was integral to framing the larger issue of air quality management, this document is useful teaching tool and source document for it's images and charts.

The blog is getting lots of visitors.

Cross promotion when there is news, meetings or wrkshops with regard to sensor installations, Micro Emission Inventory analysis or other related science or health activities also allows for delivery of messages. Cross promotion of other related activities allows for synergy.

I have a partner willing to collaborate on some Education initiatives going forward. He is WETT certified and a former coordinator.

Were there tools, messages and activities that did not work?

List the most common questions from your audience:

Why not tackle the biggest emission sources rather than target wood stove exchanges?

What about idling and bylaws in the Province or Towns?

What about wood stoves that are an improvement but still not EPA 2020 compliant? We all can't afford new appliances!

List the topics that you would like to discuss during a future program coordinators' meeting:

A joint website or links page promoting on line events and shared resources among coordinators, the same produced for the public.

Success rates in other regions. Uptake issues and problem solving.

Provincially produced info graphics.

Provincially coordinated retailer advertising and education campaigns. Put it up for a bid- so one of us can bid on the job. This required coordinating at a Head Office level with retailers.

Materials:

Comments on the usefulness of the [online course](#) and suggestions for improvement? Long. Not necessary for people who are used to heating with wood.

A shorter version developed for people using an EPA certified appliance for the first time would be better. Highlight the differences in operation, the pros and cons, go over some consumer reports and use BIS materials. I think I provided other feedback at the time of the launch.

Comments on the usefulness of the moisture meters? Not used this year, although we have 1 left! The stove top thermometer remains the No 1 best tool.

Identify any other educational or promotional materials you used or would have liked to use:

We created the wood shed fund but didn't do a big announcement, just quietly launched it. This money is available for someone in desperate need of dry seasoned wood or materials to build a woodshed. More information on how to apply is available in the voucher.

H. Vouchers / Rebate

What is the value of program rebate voucher? (provincial + municipal + industry)

Partner / Source	Quantity of Incentives	Range or Value of Incentive	Total (\$)
Provincial	first come first serve while funds last	\$300 - \$1500	\$17500
Regional or Municipal: Town of Smithers	first come first serve while funds last	\$750 or \$1500	\$10000

Identify any additional incentives: source, quantity and value. (i.e. permit fee waive, landfill fee waived, etc.):

- Building Fee Waived in the Town of Smithers: value \$35
- Interest Free Loans at the BVCU for appliances
- Landfill and tipping fees waived at:
 - all RDBN landfills
 - the Town of Smithers
 - the Village of Burns Lake

Better to Measure the Rebate Streams:

- 1) for those on reservation lands
- 2) for those in the Town of Smithers
- 3) for those in all other areas of the BVLVD AMS airshed
- 4) for those trading in a wood or solid fuel boiler

List of attachments:

1. airpollution poster for G9
2. 3 versions of WoodStove Exchange Posters: 1) BVLVD Airshed_ToS_21.pdf 2)BVLVD Airshed_Othr_21.pdf 3) BVLVD Airshed_Erly_21.pdf
3. Landfill/Recycler flyer: for landfill station attendants and visitors
4. Lake Babine Nation Map - please keep confidential
5. vouch_WSEP2021full the full voucher
6. vouch_WSEP2021ToS the Town of SMithers voucher

Please also see my blog and send comments:

cleanairplan.ca/blog

Also

- The development of materials for the chemistry G5-* class is almost ready for launch, it will be posted on the blog when ready.
- The BVLVD AMS MEI Plain language document titled: A Summary of Local Air Quality, will appear on line soon. Ask for your copy, it is not included here.
- <https://www.mybulkleylakesnow.com/50450/rebates-still-available-for-the-wood-stove-exchange-program-in-the-bulkley-valley-and-lakes/>

Wood Stove Exchange Program: FORMERLY THE SKEENA Bulkley Valley Airshed Management Society		
Community Grant Amount	Feb 11, 22 \$12700.00	
	2021	TOTAL
Burns Lake	0	103
Fort Babine	na	6
Fort St James	na	6
Francois Lake	0	1
Fraser Lake	na	10
Granisle	0	23
Hazeltons/Kispiox	0	100
Houston	1	113
Kitimat	na	6
Kitwanga	0	2
RDBN (includes Smithers until 2018)	3	190

Town of Smithers	0	13
Southbank	0	1
Stewart	na	3
Tachet	na	1
Telkwa	2	81
Terrace	na	74
Vanderhoof	na	10
Witset	15	15
Woyenne	13	20
TOTAL	34	771

I. BUDGET

Two tables here, one for overall project funding the other to account for spending of BC ENV/ BC Lung funding.

Overall Project Funding (Budget from all sources including estimated in-kind contributions)

Project Funder	Cash (\$)	In Kind (\$)	Total (\$)
BC ENV/ BC Lung (2021)	\$12700.00	\$0.00	\$12700.00
BC ENV/ BC Lung (carryover)	\$26,885.54	\$0.00	\$26885.54
Municipal/Regional/FN Gov't	\$0.00	\$1300.00	\$1300.00
Health Auth.	\$0.00	\$100.00	\$100.00
NGO:	\$0.00	\$3900.00	\$3900.00
Dealers	\$0.00	\$400.00	\$400.00
Public	\$0.00	\$1175.00	\$1175.00
Association	\$0.00	\$6000.00	\$6000.00
TOTAL	\$39585.54	\$12875.00	\$52460.54

Accounting for BC ENV/BC Lung Funding (account for how the provincial funding \$ was spent)

Project	Description	WSEP 2021 (approved)	Current Reserved Funds	2021 Total Funds	PTP year end report date Feb 2022	Funds Remaining after 21 report
WSEP	Coordinator	\$1200.00	\$1,511.81	\$2,169.00		\$0.00
	Printing/Ads	\$1000.00	\$2,028.30	\$1,992.09		\$36.21
	Education	\$2500.00	\$6,395.43	\$225.00	\$1,253.44	\$4,916.99
	Rebates total	\$8,000.00	\$28,650.00	\$5,300.00	\$5,850.00	\$17,500.00
	woodshed fund		\$1,000.00			\$1,000.00
WSEP Total		\$12,700.00	\$39,585.54	\$9,686.09	\$7,103.44	\$23,453.20

** The woodshed fund was created this year by reserving \$1000 from unspent previous year's rebate money. No-one has taken advantage.

Remaining Funding:

Only fill out if provincial funding remains.

provincially funded rebates remaining (include carry over from previous years): \$ 17500.00

Continue program until all rebates distributed (yes/no): Yes.

If no, amount of funding to be returned: